

**From:** [Central City Association](#)  
**To:** [Kent Smith](#)  
**Subject:** This week from CCA (CCA Delivers - July 02, 2015)  
**Date:** Thursday, July 02, 2015 1:54:55 PM

July 2, 2015

CCALA.org

Los Angeles City Council Committee Assignments  
 CCA Thanks Councilmembers Bernard Parks and Tom LaBonge  
 Homes for Heroes

**EVENTS CALENDAR**

**WEDNESDAY, JULY 8**  
6 - 9 p.m.  
  
**9<sup>th</sup> ANNUAL DOG DAY  
AFTERNOON AT  
THE CATHEDRAL**  
  
**WEDNESDAY, JULY 29**  
5 - 8 p.m.  
  
**CCA'S 2015 ELECTED  
OFFICIALS RECEPTION**

**CCA IN ACTION**

On Tuesday, CCA testified before the Planning & Land Use Management Committee about the latest proposal for a citywide sign ordinance. The proposal would require all proposed sign districts, even those that have been in the queue for years awaiting the approval of a new ordinance, to more stringent sign reduction and community benefit requirements. We recommended that the grandfathered sign districts be allowed to comply with the sign reduction and community benefits provisions of the existing ordinance – which governed the establishment of sign districts when the grandfathered sign districts were initiated or applied for. The committee instructed City Planning to make this change.

For more information, please contact CCA Director of Government Relations **John Howland**.

**COMMITTEE CALENDAR**

**THURSDAY, JULY 9**  
8 a.m.  
  
**TRANSPORTATION,  
INFRASTRUCTURE & ENERGY**  
  
(Open to Executive and Business Advocacy Level Members Only)  
  
**Topic: Infrastructure Investments and Revenue Requirements**  
  
**Special Guests:** Marcie Edwards, General Manager, LADWP; Neil Guglielmo, Budget Director, LADWP

**Los Angeles City Council Committee Assignments**

This week, Los Angeles City Council President Herb J. Wesson announced committee assignments for the 2015-2016 fiscal year. Committee appointments are effective immediately and can be found [here](#).

**NEW MEMBERS**

**City Century LLC**  
  
**DeSuar LLC**

**WEDNESDAY, JULY 15**  
8 a.m.  
  
**HOUSING, LAND USE & DEVELOPMENT**  
  
(Open to Executive and Business Advocacy Level Members Only)  
  
**Topics: Clean Up Green Up;**

**CCA Thanks**

**CCA MEMBERS IN THE NEWS**

"Pioneers get slaughtered," Saidoff said. "It was easier to come [Downtown] after the pioneers laid a foundation." Naty Saidoff, President of Capital

## Hybrid Industrial Live/Work Zone

**Special Guests:** Hagu Solomon-Cary, Department of City Planning; Nick Maricich and Bryan Eck, Department of City Planning

**WEDNESDAY, JULY 22**  
8 a.m.

### HOMELESSNESS POLICY COMMITTEE

(Open to Executive and Business Advocacy Level Members Only)

**Topics:** *City Attorney Initiatives; LA:RISE; Hollywood 4WRD*

**Special Guests:** Kurt Knecht, Deputy City Attorney, Office of City Attorney Mike Feuer; Vivienne Lee, REDF; Kerry Morrison

## ANNOUNCEMENTS

### IMMEDIATE OPENING: OFFICE ASSISTANT

This position is an excellent opportunity to work in the Central City Association of Los Angeles (CCA) office supporting both the Downtown Center Business Improvement District (DCBID) and CCA. The perfect candidate prefers to wear many hats and will become an integral part of two well-respected organizations leading the Downtown L.A. Renaissance. For more info: [click here](#).

## Councilmember Bernard Parks

CCA would like to recognize Councilmember Bernard Parks for his 50 years of exemplary public service. Councilmember Parks will be leaving office after three terms. He will be remembered for his strong leadership and commitment to core principles. Parks served with the Los Angeles Police Department (LAPD) for 38 years and in 1997, he was appointed police chief of the LAPD by former Mayor Richard Riordan. Parks chaired the Budget & Finance Committee of the Los Angeles City Council for almost ten years and helped the City become solvent again through tough and often politically unpopular decisions. Parks has been a great partner to the Los Angeles business and civic communities and we thank him for his service.

## CCA Thanks Councilmember Tom LaBonge

CCA would like to take this opportunity to thank Councilmember Tom LaBonge for his hard work and dedication to the City of Los Angeles. Over the last 40 years, his commitment to civic engagement has been characterized by a love and affinity for the city. LaBonge made serving the people of Los Angeles his life's work, spending most of his life in public service and serving as a Councilmember for 14 years. LaBonge was known to many as "Mr. Los Angeles." CCA wishes Councilmember Tom LaBonge the best in all of his future endeavors.

## Homes for Heroes

What better way to celebrate the 4<sup>th</sup> of July than by helping end homelessness for veterans of military service in the City of Los Angeles. "Homes for Heroes" is a campaign aimed at ending homelessness by providing veterans with Veterans Assistance for Supportive Housing (VASH) vouchers to pay rent. Owners and Managers of rental units can participate in the program by providing housing for those who have served and sacrificed for our country. Landlords with vacant units can participate in the program by contacting Ms. Tina Estedabadi of the United Way's Homes for Heroes campaign at [homesforheroes@unitedwayla.org](mailto:homesforheroes@unitedwayla.org) or at (213) 808-6608.

Foresight on their new project, the Garment Lofts, a \$20 million reinvention of the 1926 Capitol Garment Building at 217 E. Eighth St. June 30, 2015. *Downtown News*, "\$20 Million Housing Project Coming to the Fashion District"

## CONNECT WITH CCA



[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)  
Central City Association · 626 Wilshire Boulevard · Suite 200 · Los Angeles, CA 90017 · USA